

Quantitative Data Analysis

Andrew, Cartier, Kasia, Nia, Thuy



 Harmonium

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Introduction

Our goal through conducting this survey was to gauge opinions of mental health stigmatization, as well as measure the types of social media and events people participate in.

Our data presented us with:

- Not all users utilize social media to learn about mental health
- Participants want to have easier accessibility to resources
- People want to destigmatize conversations around mental health
- Many people have experienced burnout and want to have more days off to rest and reset



Personas

In this survey, our participants varied in age, though we did find two common age groups. To the right, we have Justin, who represents our younger generation. This group has a strong need for a balance between work and their personal lives, and access to therapy.



"I wish I had a supportive group of co-workers who accept mental health as a reality and acknowledge the importance of taking breaks."

Justin Bieber

👤 30

📍 Portland, OR

🏠 Barista

❤️ Single

Bio

Lives in a rented 2-bedroom apartment with a college friend. Enjoys going out for Thai food and bar hopping. After a long day at work, he likes to relax on the couch and catch up with news and friends on social media.

Goals

- Better work life balance
- Accessibility to a therapist
- Better work environment

Platforms

Instagram ●●●●●

Tik Tok ●●●●●

Facebook ●●●●●

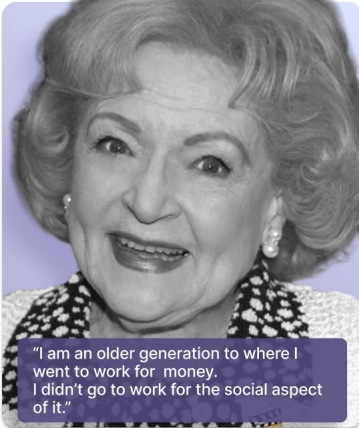
Favorite Brands

Spotify Patagonia Birkenstock

Frustrations

- Lives off tips and minimum hourly wage
- Doesn't have much time off work for self-care and/or going out to do fun activities with friends

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"I am an older generation to where I went to work for money. I didn't go to work for the social aspect of it."

Betty White

👤 63

📍 Sarasota, FL

🏠 Administrative Assistant

❤️ Married

Bio

Lives in a gated seniors community with her husband. On her days off, she enjoys going for morning walks and doing yoga with her personal trainer. She doesn't have a lot of managerial support at work so feels drained after a long day.

Goals

- To be able to retire and relax soon
- A better and less rigorous work environment
- More time with her family

Platforms

Radio ●●●●●

YouTube ●●●●●

Podcasts ●●●●●

Favorite Brands

Dansko Costco Nozema

Frustrations

- Not being able to retire when she wanted
- Doesn't get to spend a lot of time with her husband, who is now retired from the military.
- Unfamiliar with the technological aspects of HR in the workplace

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Next, we have Betty who represents our older participants. We found that this group is looking to have more time with family, early retirement goals, and a less rigorous workplace.



Empathy Map

Events help people in need when their health care provider schedules appointments with long wait times.

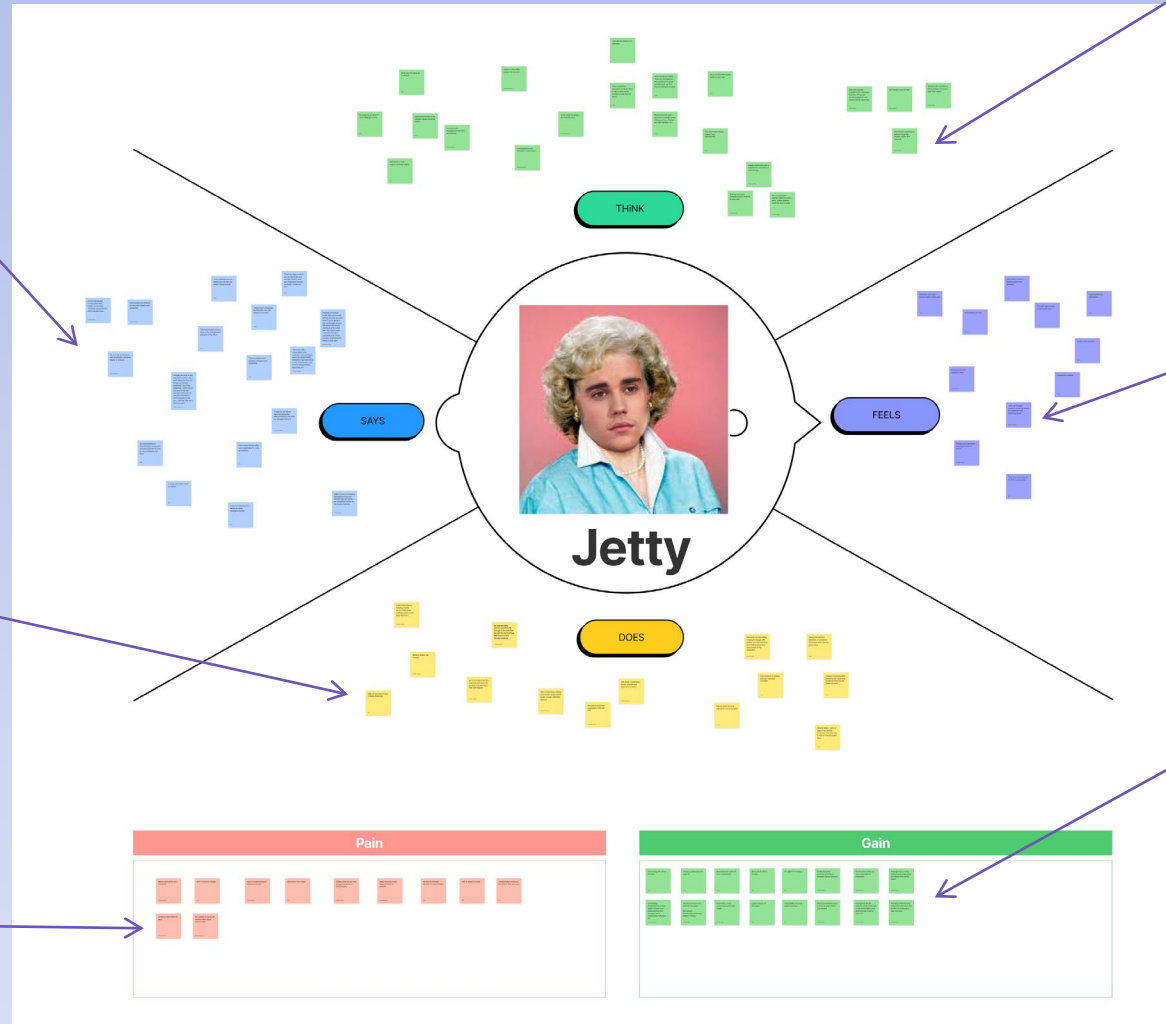
Cartier Gates

One thing I've been doing is trying to engage with people on a more personal level, talking about their lives outside of the workplace

Andy Haight

Lack of support at work

Nia



to destigmatize and normalize mental health

Kasia Enriquez

They need more time off for their mental health

Nia

Connecting with others like them

Thuy

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Methodology

- We created an 11-question quantitative survey consisting of 2 screeners, 2 input fields, and 7 multiple choice questions
- The survey was promoted on social media platforms (i.e., Facebook, Instagram). Other sources include reaching out to people via iMessage and WhatsApp
- Our survey was open for four days and yielded 86 responses



Survey Questions

Harmonium Quantitative Survey

Screenener Questions

1. **Mental Health in the workplace is a topic that should be addressed?**

- ☐ Yes
- ☐ No

2. **Do you think people should talk about mental health?**

- ☐ Yes
- ☐ No

Survey Questions

3. **How often do you speak with friends/family/coworkers about your mental health?**

- ☐ Everyday
- ☐ Almost Everyday
- ☐ Sometimes
- ☐ Never

4. **When you want to learn about a topic, what type of media do you like to engage with?**

Select all that apply.

- ☐ Posts
- ☐ videos/reels
- ☐ news/outlets
- ☐ Blogs
- ☐ Podcasts
- ☐ Other: _____

5. **What type of social media would you use to learn about mental health?**

- ☐ Twitter
- ☐ Facebook
- ☐ Instagram
- ☐ Tik Tok
- ☐ Other: _____

6. **What is the most engaging way to spread awareness on an important topic?**

- ☐ Word of mouth
- ☐ Getting political representatives involved
- ☐ Celebrity or Influencer endorsement
- ☐ Social Media
- ☐ Other: _____

7. **Would you participate in a mental health campaign geared toward employees at your workplace?**

- ☐ Yes
- ☐ No

8. **What sort of support would you like to see regarding mental health at your work?**
(input field)

9. **What is one way you would change the culture around mental health?**
(input field)

10. **What types of events would you participate in?**
Select all that apply.

- ☐ Community Gatherings
- ☐ Workshops
- ☐ Wellness Retreats
- ☐ A digital platform to connect with others like me
- ☐ Other: _____

11. **What advocacy methods do you believe are most effective in getting people's attention and support?**

Select all that apply.

- ☐ Email campaigns
- ☐ Opinion articles
- ☐ Social Media campaigns
- ☐ Public events and demonstrations
- ☐ Large-scale Ad campaigns



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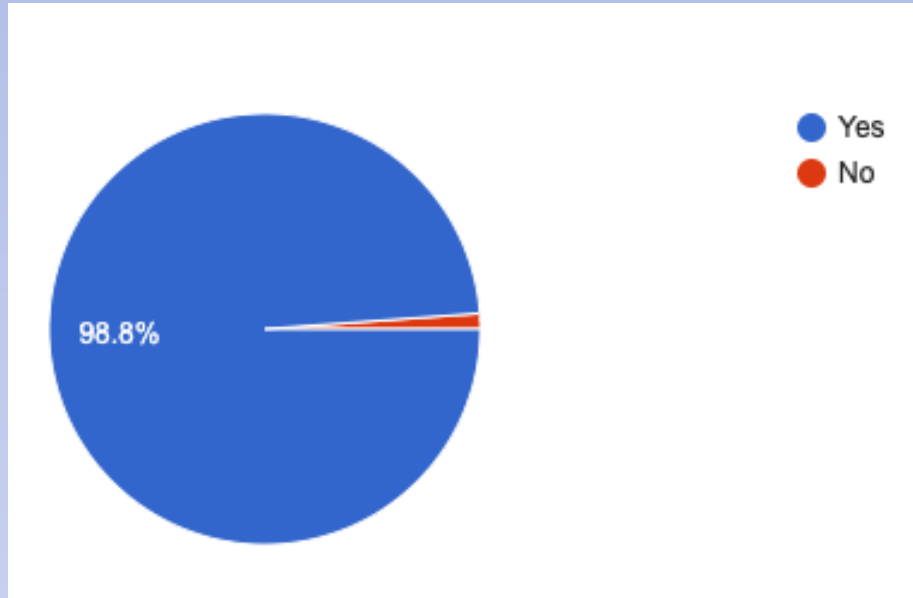


Highlights

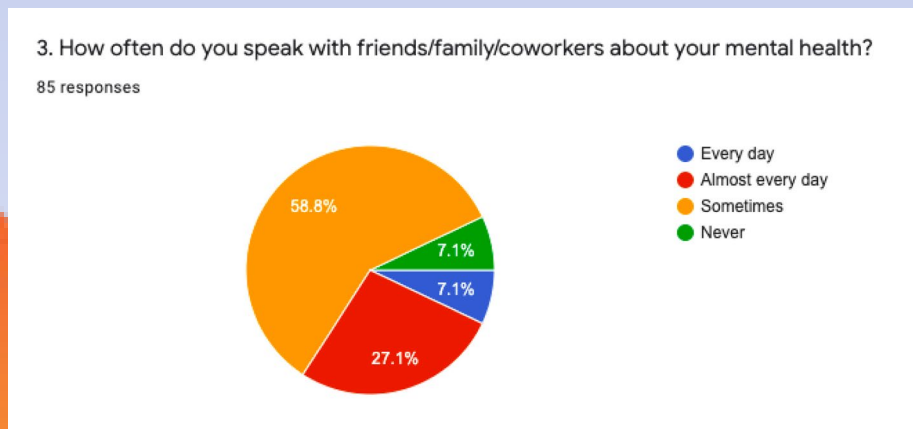
1. Mental Health in the Workplace
 - Participants reflected on mental health in the public sphere
2. Common Stresses in the Workplace
 - We gave input fields for participants to openly talk about the culture around mental health
3. How to Spread Awareness
 - Participants chose what types of [social] media they like to engage with
4. Advocacy Solutions
 - Participants expressed how they would advocate for mental health solutions



Mental Health in the Workplace



- 98.8% of respondents agree that the stigma around mental health in the workplace needs to be addressed and openly discussed
- The vast majority believe mental health is an important issue, and would like to see resources for help
- 93% of respondents are talking about this issue with 34.2% doing so almost daily



Common Stresses in the Workplace

- In order to create space for more introspection and detail, we allowed our participants to share their thoughts with an open field text
- In question 8 examining mental health support at work, we found recurring themes among the following:
 - Shared need for designated mental health days
 - Better work/life balance
 - More work-provided resources for mental health
- As well as in question 9 asking about how to change the culture around mental health:
 - Need for a larger network of therapists
 - Eliminating the stigma surrounding mental health
 - Increase in managerial support



Quotes

"The word **mental health** itself is not a negative or positive - just like physical health... It is a crisis only because we are not seeing it as impactful as physical health issues... As a society, we do not see the equal importance of mental health."

"Focusing on employee exploitation instead of branding it as employee **"burnout"** and **getting to the root of our moral issues** and ability to perform our jobs effectively, rather than sticking a band-aid of **"self-care"** on our issues."

"Teach people about mental health problems on a regular basis."

"There are ways in which you can physically and mentally check in with your employees and **say, you know, I'm here for you.**"

"More compassion and acceptance for employees when they need it, without the stigma, and **the ok to take time away from work for self-care.**"

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How to Spread Awareness

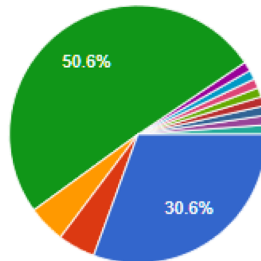
4. When you want to learn about a topic, what type of media do you like to engage with? Select all that apply.

85 responses



6. What is the most engaging way to spread awareness on an important topic?

85 responses



- Word of mouth
- Getting political representatives involved
- Celebrity or influencer endorsement
- Social media
- Reliable resources on social media
- Depends on the topic
- More face to face support groups for y...
- Thorough Engagement/ mutual under...
- Depends on the topic
- Thorough Engagement/ mutual understanding. Empath
- Social media is a great tool to spread awareness through discussion and providing links. I think Word of mouth is equally important as people are more likely to believe someone they know a...
- Educational K-12 systems

▲ 2/2 ▼

- The following two questions measured participants' social media involvement/usage when they engage with an important topic
- Here we found that more participants enjoy engaging with videos and using social media as a means of discovering new information

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How to Spread Awareness (cont.)

5. What type of social media would you use to learn about mental health?

85 responses



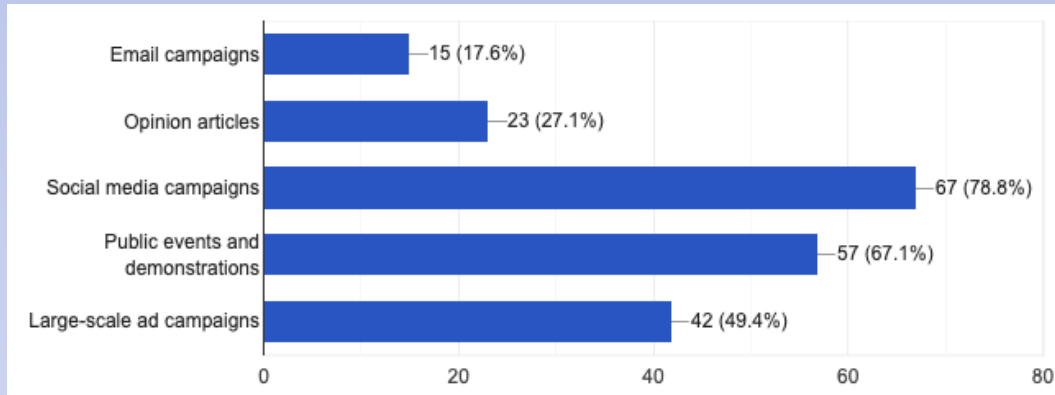
We initially had 61 respondents with Instagram's total at 43%.

- A little over halfway through conducting the survey, we decided to change the multiple-choice section for question 5
- Originally, we did not have an "other: [input field]" option
- After talking with some participants who took the survey, they told us that they would not use any social media to learn about mental health, or they would use a source that was not primarily listed

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Advocacy Solutions



- 65% of users would want to participate in wellness retreats
- 78% of participants feel influenced by social media campaigns
- The data shows that users would want to advocate in both a physical and digital aspect

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Our Next Steps



- Educate employers on how to implement resources that benefit employees regarding their mental health.
- Promote discussions about mental health to eliminate the stigma that surrounds it today and bring awareness to the needs of employees.
- Host events to foster a sense of community in the mental health sphere.
- Build a digital platform in order to provide a safe space for people who experience mental health challenges.
- Advocate for balanced, consistent, and shorter work-weeks to improve morale and work productivity.



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Appendix

Affinity Diagram for survey questions:

<https://www.figma.com/file/o6ZbRoPgRkJHs3wtJTPJyW/Survey-Questions>

Data Analysis:

<https://www.figma.com/file/JH2AYoPDsu6dpjvioX8i64/Data-Analysis?node-id=0%3A1>

Empathy Map:

<https://www.figma.com/file/yy51MvDXiilk4MLB5oLUc0/Empathy-Maps>

Personas:

<https://www.figma.com/file/d58el769jGVCYIEYUjqokx/Personas>

Survey:

<https://docs.google.com/forms/d/1AaG-3gwQGnnt896g-4KB1Gk4w02-MB49ehxpYi6Ebok/edit?ts=6234f05f>



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